

**Sent:** Tuesday, December 18, 2001 12:55 PM

**Subject:** LOOK DEEPLY AT THE VALUE OF A NEW CUSTOMER

Dear Aquathin Dealer On-Line;

(from Sam Parker Sales & Marketing 12/17/01)

When you consider the COMPLETE value of a customer to you and your team, **the lifetime value**, a sense of presentation / selling URGENCY becomes very strong. First, there are the dollars from your first sale to a customer. Next, depending upon what Aquathin product you sell, you may have upgrade revenue, renewal revenue, cross-selling revenue, enterprise-wide expansion revenue, advocate revenue (sales influenced by word-of-mouth advertising) and lock-out revenue (the dollars you generate from a customer over time because of the our proprietary components and perceived hassles associated with switching to your competition). Remember, the first to ACQUIRE the customer tends to RETAIN the customer... and with retention comes **LIFETIME VALUE**. Be sure to teach your team the importance of your / our LIFETIME CUSTOMERS! Now there's a New Year's Resolution !!

Warmest regards to all,

FOR THE BEST TASTE IN LIFE

Think Aquathin..AquathinK !!

*Celebrating our 21st birthday in 2001 !!!*

(visit the allnew <http://www.aquathin.com>)

"Alfie"

Alfred J. Lipshultz, President

***P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.***